

Facebook Business Manager

Facebook Business Manager

Business Manager is a Facebook tool that helps organize and manage your business. You can manage ad accounts, Facebook business pages, and the people/employees who work on them, all in one place!

Whether if you are a business with multiple brands/websites OR if you are an ad agency with multiple clients... I suggest EVERYONE with that wants to create Facebook ads use a **Facebook Business Manager** account!

<https://business.facebook.com>

Facebook Business Manager

Business Manager makes managing everything connected to your businesses on Facebook easier!



Set Up Your Business Manager

With Business Manager, you can manage permissions for everything connected to your business on Facebook. Here are a few tasks to help you get started:

Page

Add any Pages that are connected to your business. A Page is required to run most types of ads on Facebook.

[Add Page](#)

Ad Account

If you run ads on Facebook for your business, you can either add your existing ad account or create a new one in Business Manager.

[Add Ad Account](#)

People

Add anyone who works on your business's Facebook Page or ad accounts. They'll receive an invitation to join this Business Manager.

[Add People](#)

To add additional assets like Instagram accounts and apps, go to [Business Settings](#).

Navigate to
business.facebook.com

Business Manager

Manage ad accounts, Pages, and the people who work on them — all in one place. It's free.



Why choose Business Manager?



You need more than one ad account.

Create separate ad accounts for every client or business you serve, pay for ads with different payment methods, and organize by objective for reporting.



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You need more than one ad account.

Create separate ad accounts for every client or business you serve, pay for ads with different payment methods, and organize by objective for reporting.

You need to request access to Pages or ad accounts.

If you have clients you can request access to their Pages and ad accounts to become an analyst or advertiser.



You need to assign permissions to a lot of people working together.

You can allow specific, role-based access to ad accounts, Pages, and other assets that your business manages, as well as easily see who's working on what.

You need business-level insights and reporting.

See the performance of your ads across different ad accounts and get reports of the assets and people your business is responsible for.





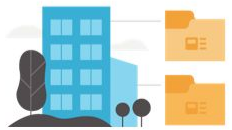
Click the “Create Account” button.

Business Manager

Manage ad accounts, Pages, and the people who work on them — all in one place. It's free.



Why choose Business Manager?



You need more than one ad account.

Create separate ad accounts for every client or business you serve, pay for ads with different payment methods, and organize by objective for reporting.

Login to your personal
Facebook profile account to
create your Business Manager
account.

NOTE
Business Manager is SEPARATE
from your personal
Facebook.com profile.

 You must log in to continue.

Log Into Facebook

You must log in to continue.

Email or Phone Number

Password

Log In

Forgot account?

or

Create New Account

Enter your business name. If you don't have one and plan to just run ads for other businesses (i.e. as an ad agency), simply name your business "your name ad agency". You can edit this later.

Click the Continue button.

Create Your Business Manager Account

With a Business Manager account, you can assign roles and permissions to people, and add the Pages, ad accounts and more connected to your business on Facebook. To get started, add the name of your business.

Your business name

Your business name will be shown to all employees, and can't contain special characters.

Continue

Step 1 of 2

Complete your Business Profile

- Enter your Business Name & Email Address.
- Enter your Business Details (Address, Phone Number, and Website).
- Click Submit.
- An email with the subject Confirm your business will be sent to the business email address you entered.
- Click the Confirm Now button in the email to receive full access to your account.
- Once confirmed, you have successfully created a Business Manager account and can proceed to adding your Facebook Page, Ad Account, employees, and other assets!

Set Up Your Business Manager

The screenshot shows the Facebook Business Manager interface. At the top, there's a navigation bar with the Facebook logo, a menu icon, and the text "Business Manager". To the right of this is a search bar labeled "Search business" and a profile picture of "CE Ad Agency" with a dropdown arrow. Further right are icons for notifications, a flag, settings, and help. Below the navigation bar, there's a secondary bar with links for "Home", "Ad Account Overview", and "Activity" (which is underlined). On the far right of this bar is a blue button labeled "Business Settings".

On the left side of the main content area, there's a profile card for "CE Ad Agency" featuring a profile picture of a bookshelf with a "COURSEENVY" logo and a count of "1" person. To the right of this is a large white box titled "Set Up Your Business Manager" with a close button (X) in the top right corner. Inside this box, there's introductory text: "With Business Manager, you can manage permissions for everything connected to your business on Facebook. Here are a few tasks to help you get started:". Below this text are three columns, each with an icon, a title, a description, and a button:

- Page**: Represented by a blue icon of a speech bubble with a flag. The text says: "Add any Pages that are connected to your business. A Page is required to run most types of ads on Facebook." The button is "Add Page".
- Ad Account**: Represented by a blue icon of a document with a flag. The text says: "If you run ads on Facebook for your business, you can either add your existing ad account or create a new one in Business Manager." The button is "Add Ad Account".
- People**: Represented by a blue icon of three people. The text says: "Add anyone who works on your business's Facebook Page or ad accounts. They'll receive an invitation to join this Business Manager." The button is "Add People".

At the bottom of the setup box, there's a link: "To add additional assets like Instagram accounts and apps, go to Business Settings."

The 3 basic things you need to create ads on Facebook are:

1. Facebook Page
2. Ad Account
3. People

Add Your Facebook Page



Set Up Your Business Manager

With Business Manager, you can manage permissions for everything connected to your business on Facebook. Here are a few tasks to help you get started:

Page

Add any Pages that are connected to your business. A Page is required to run most types of ads on Facebook.

[Add Page](#)

Ad Account

If you run ads on Facebook for your business, you can either add your existing ad account or create a new one in Business Manager.

[Add Ad Account](#)

People

Add anyone who works on your business's Facebook Page or ad accounts. They'll receive an invitation to join this Business Manager.

[Add People](#)

To add additional assets like Instagram accounts and apps, go to Business Settings.

Facebook Profile vs. Facebook Page

What is the difference between a **Facebook Profile** and a **Facebook Page**?

1. Your Facebook Profile is your PERSONAL Facebook profile (Facebook.com). This is for sharing content with your friends and family. You **NEED** a personal Facebook Profile account in order to CREATE a Facebook Page.

2. Your Facebook Page is a specific web page within Facebook for you to build a fan following (LIKES/FOLLOWERS) and share relevant content on. You **NEED** a Facebook Page in order to create Facebook Ads.

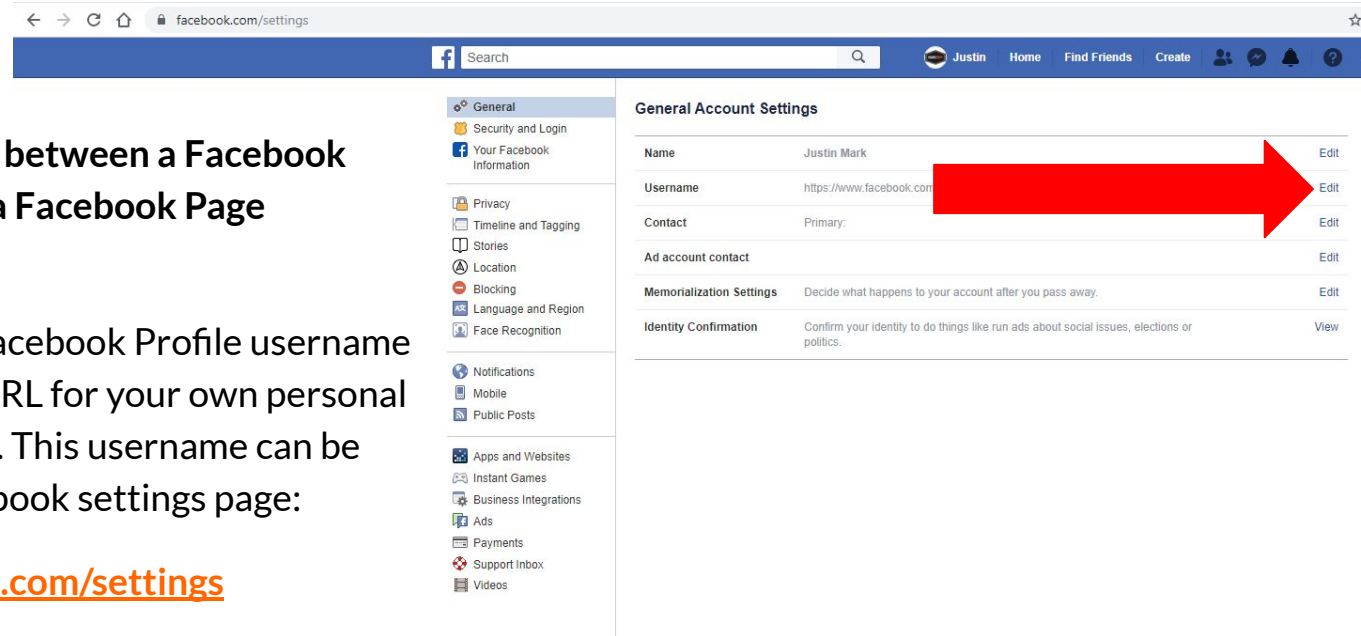
NOTE Facebook Pages are SEPARATE from your personal Facebook Profile. Your friends will not be able to see the Facebook Pages you create or are an Admin of.

Facebook Profile vs. Facebook Page

What is the difference between a Facebook Profile username and a Facebook Page username?

1. Changing your Facebook Profile username will change the URL for your own personal Facebook profile. This username can be set on your Facebook settings page:

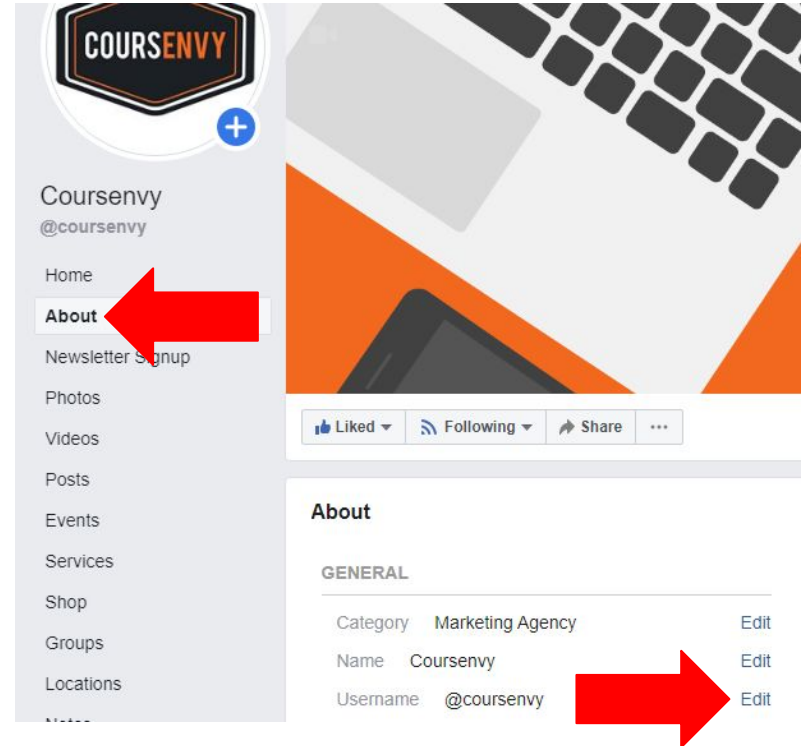
<https://www.facebook.com/settings>



Facebook Profile vs. Facebook Page

What is the difference between a Facebook Profile username and a Facebook Page username?

2. Your Facebook Page username is also for setting your URL. I like to use the brand or business name for the Facebook Page username. Your username can be edited on your **Facebook Page** → **About** page



Add Your Facebook Page



Set Up Your Business Manager

With Business Manager, you can manage permissions for everything connected to your business on Facebook. Here are a few tasks to help you get started:

Page

Add any Pages that are connected to your business. A Page is required to run most types of ads on Facebook.

[Add Page](#)

Ad Account

If you run ads on Facebook for your business, you can either add your existing ad account or create a new one in Business Manager.

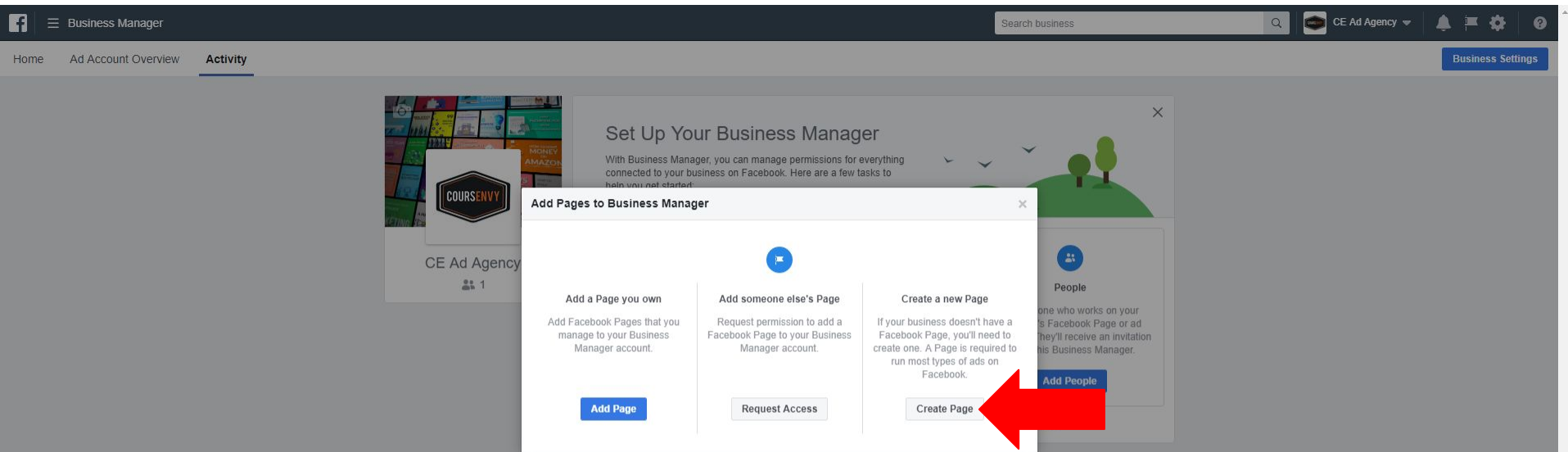
[Add Ad Account](#)

People

Add anyone who works on your business's Facebook Page or ad accounts. They'll receive an invitation to join this Business Manager.

[Add People](#)

To add additional assets like Instagram accounts and apps, go to Business Settings.



If you haven't created a Facebook Page yet for your business, we cover how to in another lecture.

You can create Facebook pages via your Business Manager or via your personal Facebook profile account at:

<https://www.facebook.com/pages/creation>

Business Manager

Home Ad Account Overview **Activity** Business Settings

Set Up Your Business Manager

With Business Manager, you can manage permissions for everything connected to your business on Facebook. Here are a few tasks to help you get started.

Add Pages to Business Manager

Add a Page you own
Add Facebook Pages that you manage to your Business Manager account.
Add Page

Add someone else's Page
Request permission to add a Facebook Page to your Business Manager account.
Request Access

Create a new Page
If your business doesn't have a Facebook Page, you'll need to create one. A Page is required to run most types of ads on Facebook.
Create Page

People
Add people who work on your business's Facebook Page or ad account. They'll receive an invitation to join this Business Manager.
Add People

CE Ad Agency

Click to add a page you are an **Admin** of (i.e. you created the page or the owner added you as an admin).



Business Manager

Home Ad Account Overview **Activity** Business Settings

Set Up Your Business Manager

With Business Manager, you can manage permissions for everything

Add a Facebook Page

Add a Facebook Page if your business already owns the Page. If you work for an agency, you should request your client's Pages.

Adding a Page means you'll see it in your Business Manager. To add a Page, you must already be an admin of that Page.

Facebook Page name or URL

Cancel Add Page

If you're given permission to access this Facebook Page, you agree to Facebook's Terms and Pages Terms.

CE Ad Agency

People

Add People

Settings.

Search for the Facebook
page or paste in the
page's URL.

www.Coursenvy.com

Set Up Your Business Manager

With Business Manager, you can manage permissions for everything connected to your business on Facebook. Here are a few tasks to help you get started.

Add Pages to Business Manager

Add a Page you own

Add Facebook Pages that you manage to your Business Manager account.

[Add Page](#)

Add someone else's Page

Request permission to add a Facebook Page to your Business Manager account.

[Request Access](#)

Create a new Page

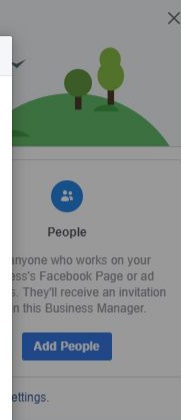
If your business doesn't have a Facebook Page, you'll need to create one. A Page is required to run most types of ads on Facebook.

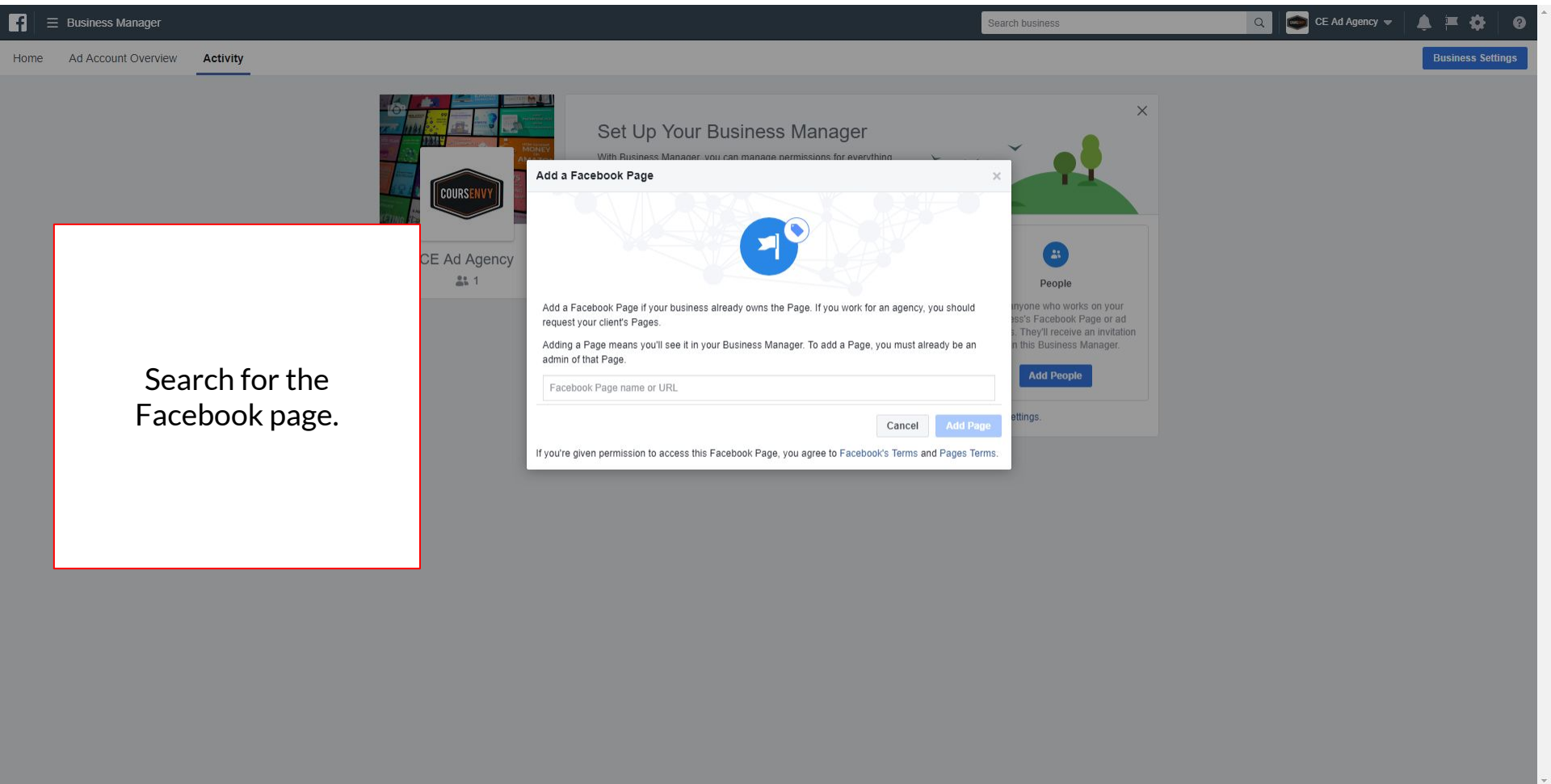
[Create Page](#)

Click to request access to a page you are not the Admin of and need to work on and/or connect with ads (for example, your client's Facebook page).

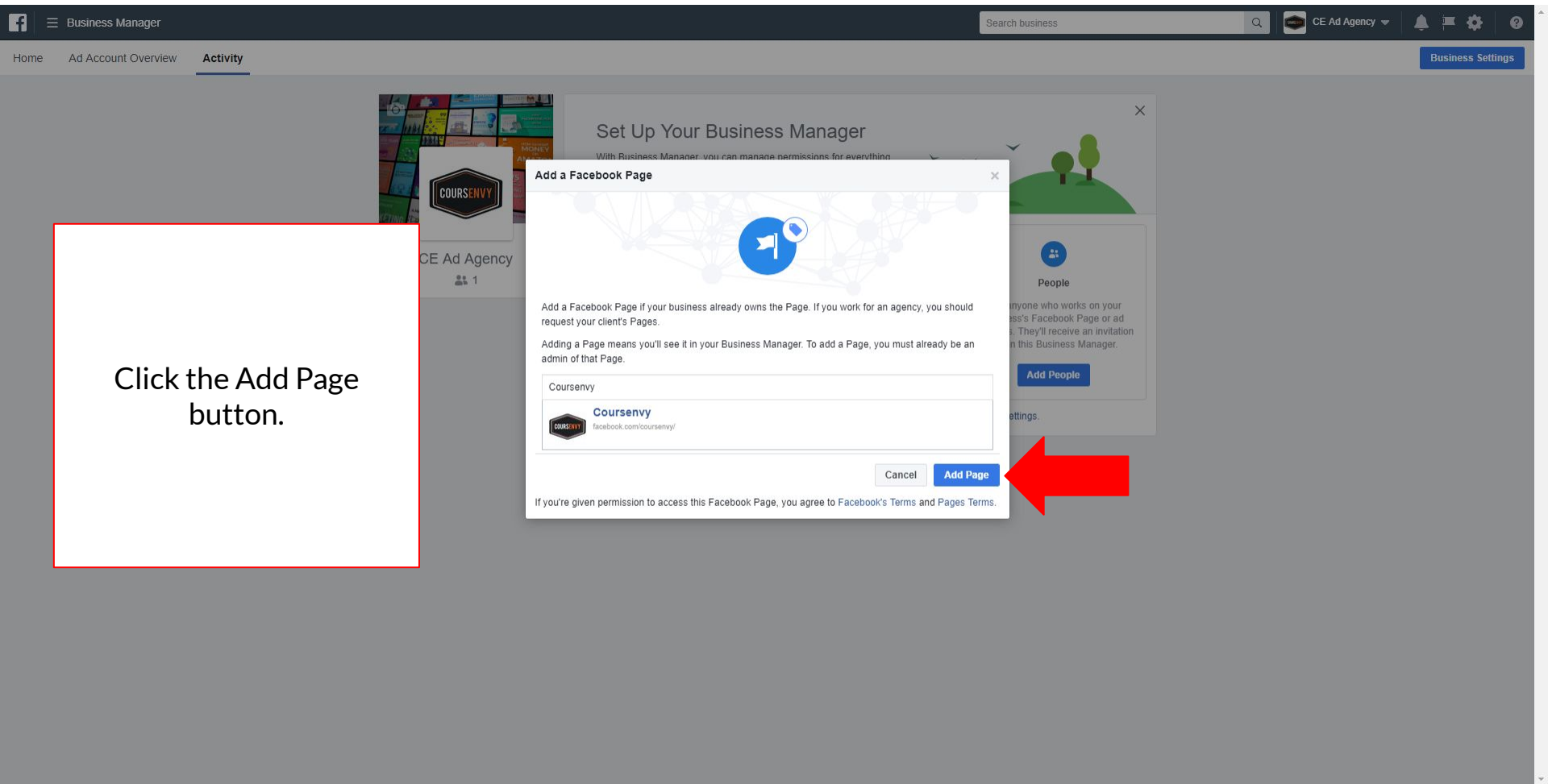
Coursenvy®

www.Coursenvy.com





Search for the
Facebook page.



Click the Add Page button.

Create Ad Account

- A Facebook Ad Account enables you to group all of your specific ad activity; including different ad campaigns, ad sets, ads, and billing information.

The screenshot displays the Facebook Business Manager dashboard. At the top, the navigation bar includes the Facebook logo, a menu icon, and the text 'Business Manager'. A search bar labeled 'Search business' is positioned to the right of the menu. Further right, the user's profile 'CE Ad Agency' is shown with a dropdown arrow, alongside notification, flag, settings, and help icons. Below the navigation bar, a breadcrumb trail shows 'Home', 'Ad Account Overview', and 'Activity'. A 'Business Settings' button is located in the top right corner. The main content area features a 'Pages' section with a search bar, a 'Last 7 days' filter, and an information icon. It contains the text 'Add a Page to see it here.' and a subtext explaining that adding pages allows for performance insights. To the right of this text is an illustration of a person at a desk with a laptop, surrounded by data visualization icons. Below the text are two buttons: 'Add Page' (in blue) and 'Create Page' (in grey). The 'Ad Accounts' section below it follows a similar layout, with the text 'Add an ad account to see it here.' and a subtext about performance insights. It includes an illustration of a person at a desk with a laptop and data icons. At the bottom of this section are two buttons: 'Add Ad Account' (in blue) and 'Create Ad Account' (in grey). A large red arrow points directly to the 'Create Ad Account' button in the 'Ad Accounts' section.

Business Manager

Search business

CE Ad Agency

Home Ad Account Overview Activity Business Settings

Pages Search Pages Last 7 days ⓘ

Add a Page to see it here.

Once you have added some Pages, you can see performance insights for all of them on this card.

Add Page Create Page

Ad Accounts Search ad accounts Last 7 days ⓘ

Add an ad account to see it here.

Once you have added some ad accounts, you can see performance insights for all of them on this card.

Add Ad Account Create Ad Account

Create Ad Account

Since this is a new business manager account and we need a new Facebook pixel for tracking users on our website, we will create a new ad account.

PRO TIP: THE PIXEL RULE

- ONE pixel PER ad account
- ONE pixel PER website

You can create multiple ad accounts with your Facebook Business Manager account, so treat each NEW ad account as a NEW pixel to pair with a NEW website!

One Ad Account **Per** Website

You need a separate Facebook Pixel for each website. If you use the same Pixel on multiple websites, you will get mixed reporting, incorrect Custom Audiences... the list of errors goes on!

The benefits of using multiple ad accounts:

- Create separate Ad accounts for each client or business you manage.
- Run different ad campaigns for varying businesses at the same time.
- Pay for ads with different payment methods (i.e. varying business credit cards).
- View insights for individual ad campaigns.

Create Ad Account



Pages Search Pages Last 7 days

Add a Page to see it here.

Once you have added some Pages, you can see performance insights for all of them on this card.

Add Page Create Page

Ad Accounts Search ad accounts Last 7 days

Add an ad account to see it here.

Once you have added some ad accounts, you can see performance insights for all of them on this card.

Add Ad Account Create Ad Account



Facebook Business Manager interface showing the "Create New Ad Account" dialog box.

Dialog Box Fields:

- Ad account name:
- Advertising on behalf of: CE Ad Agency
- Time zone: (GMT-08:00) America/Los Ang...
- Currency: USD — US Dollars
- Payment method: No payment methods available

Buttons: Cancel, Create Ad Account

Footer Text: By creating an ad account, you agree, on behalf of CE Ad Agency as its authorized representative to Facebook's Terms including the payment terms for the selected payment method.

Name your Ad account and then complete the other required fields.

Click the Create Ad Account button.



Pages

Search Pages Last 7 days

Add a Page to see it here.

Once you have added some Pages, you can see performance insights for all of them on this card.

Add Page Create Page



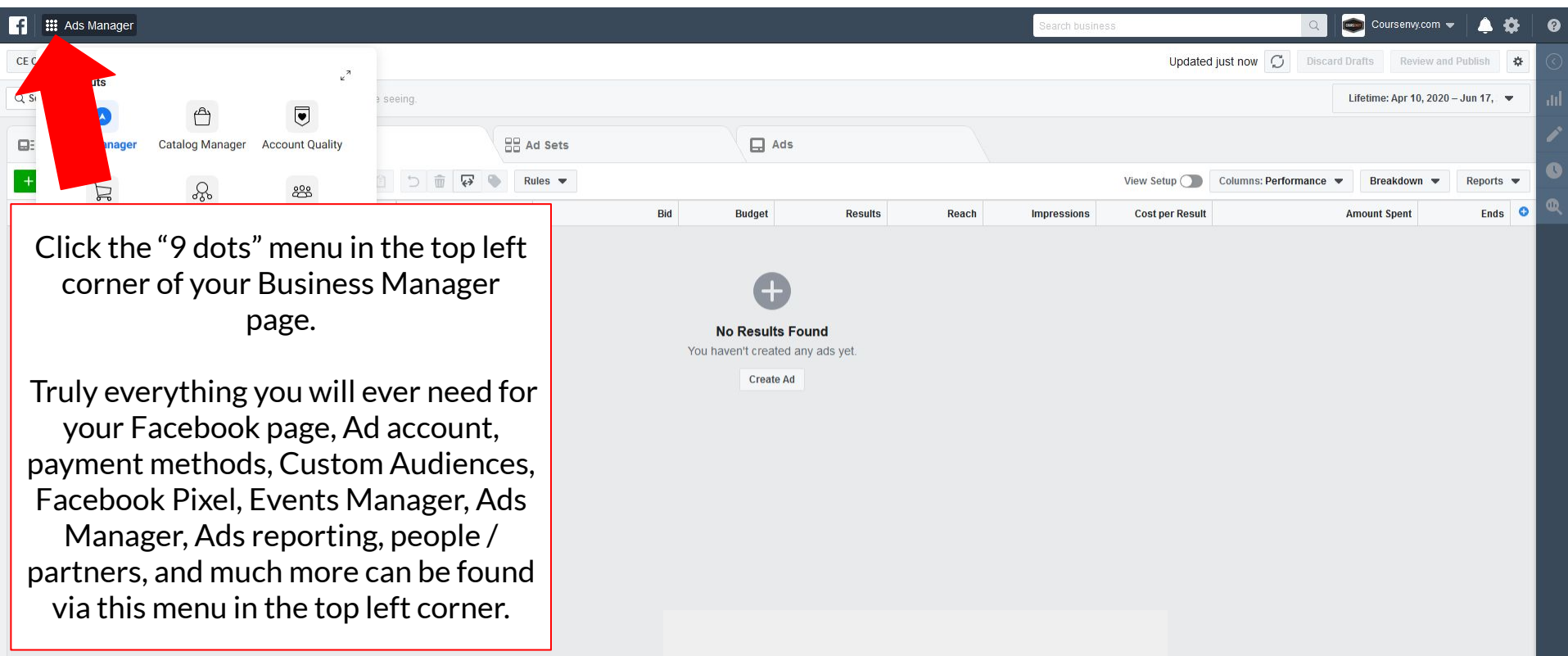
Ad Accounts

Search ad accounts Last 7 days

 CE Ad Agency ID: 3266628712890		0 Active Campaigns	\$0.00 Amount Spent	★
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You will then see your newly created Ad Account.

Facebook Business Manager Menu

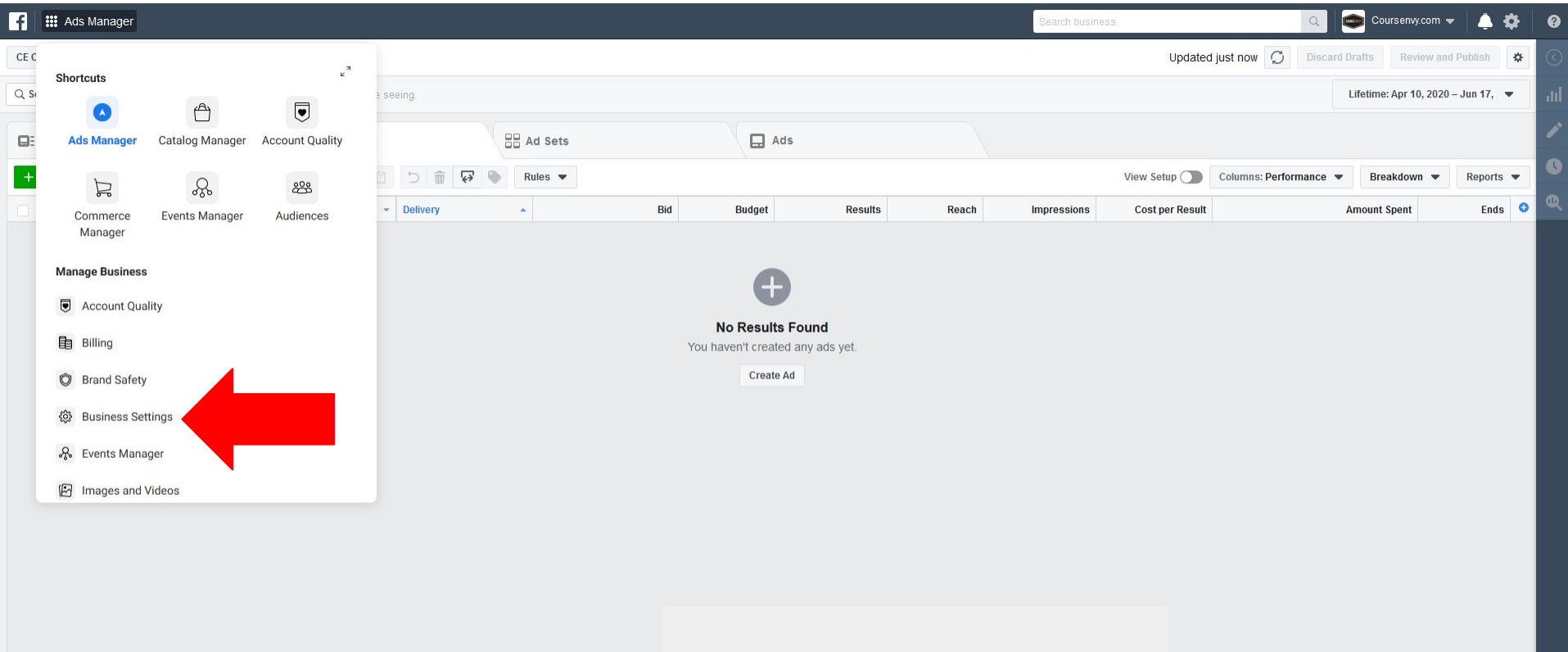


The screenshot shows the Facebook Business Manager interface. In the top left corner, there is a menu icon consisting of nine dots. A red arrow points to this icon. Below the arrow, a dropdown menu is visible, containing options such as 'Ads Manager', 'Catalog Manager', 'Account Quality', 'Audience Manager', 'Events Manager', 'Ad Manager', 'Ads reporting', 'People / partners', and 'Much more can be found via this menu in the top left corner.' The main content area of the page shows a 'No Results Found' message for ads, with a 'Create Ad' button. The top navigation bar includes a search bar, a 'Search business' button, and a 'Lifeline: Apr 10, 2020 - Jun 17, 2020' dropdown. The bottom navigation bar includes tabs for 'Ad Sets', 'Ads', 'Rules', 'View Setup', 'Columns: Performance', 'Breakdown', and 'Reports'.

Click the “9 dots” menu in the top left corner of your Business Manager page.

Truly everything you will ever need for your Facebook page, Ad account, payment methods, Custom Audiences, Facebook Pixel, Events Manager, Ads Manager, Ads reporting, people / partners, and much more can be found via this menu in the top left corner.

Navigate to the Business Settings Page



The screenshot displays the Facebook Ads Manager interface. On the left, a navigation menu is open, showing various management tools. The 'Manage Business' section is highlighted, and a red arrow points to the 'Business Settings' option. The main content area shows a 'No Results Found' message, indicating that no ads have been created yet. The interface includes a top navigation bar with the Facebook logo, 'Ads Manager' title, a search bar, and user account information. The main content area has tabs for 'Ad Sets' and 'Ads', and a table with columns for 'Delivery', 'Bid', 'Budget', 'Results', 'Reach', 'Impressions', 'Cost per Result', 'Amount Spent', and 'Ends'.

Shortcuts

- Ads Manager
- Catalog Manager
- Account Quality
- Commerce Manager
- Events Manager
- Audiences

Manage Business

- Account Quality
- Billing
- Brand Safety
- Business Settings**
- Events Manager
- Images and Videos

No Results Found
You haven't created any ads yet.
[Create Ad](#)

Business Settings

- Via the **Business Settings** page, you can manage people, assets, and integrations for your business.

The screenshot displays the Facebook Business Settings interface. The top navigation bar includes the Facebook logo, a hamburger menu, the text 'Business Settings', a search bar labeled 'Search business', and a user profile for 'Justinmarkob'. The left sidebar contains a list of settings categories: Users, Accounts, Data Sources, Brand Safety, Registrations, Integrations, and Payments. The 'Users' category is expanded, showing sub-options like People, Partners, Pages, Ad Accounts, Apps, Instagram Accounts, Line of Business, and Projects. The 'People' sub-option is selected, and the 'Coursenvy Online' user is highlighted in the list. The main content area shows the 'Assigned Assets' section for 'Coursenvy Online', which includes a search bar and a list of assigned assets: 'Ads Manager Coursenvy Is The Top Digital Marketing Agency' and 'Coursenvy'.

Business Settings

Search business

Users

- People
- Partners

Accounts

- Pages
- Ad Accounts
- Apps
- Instagram Accounts
- Line of Business
- Projects

Data Sources

-

Brand Safety

-

Registrations

-

Integrations

-

Payments

People + Add

Filter by name or ID or Email

Coursenvy Online Admin access Edit

+ Add Assets

Assigned Assets + Add Assets

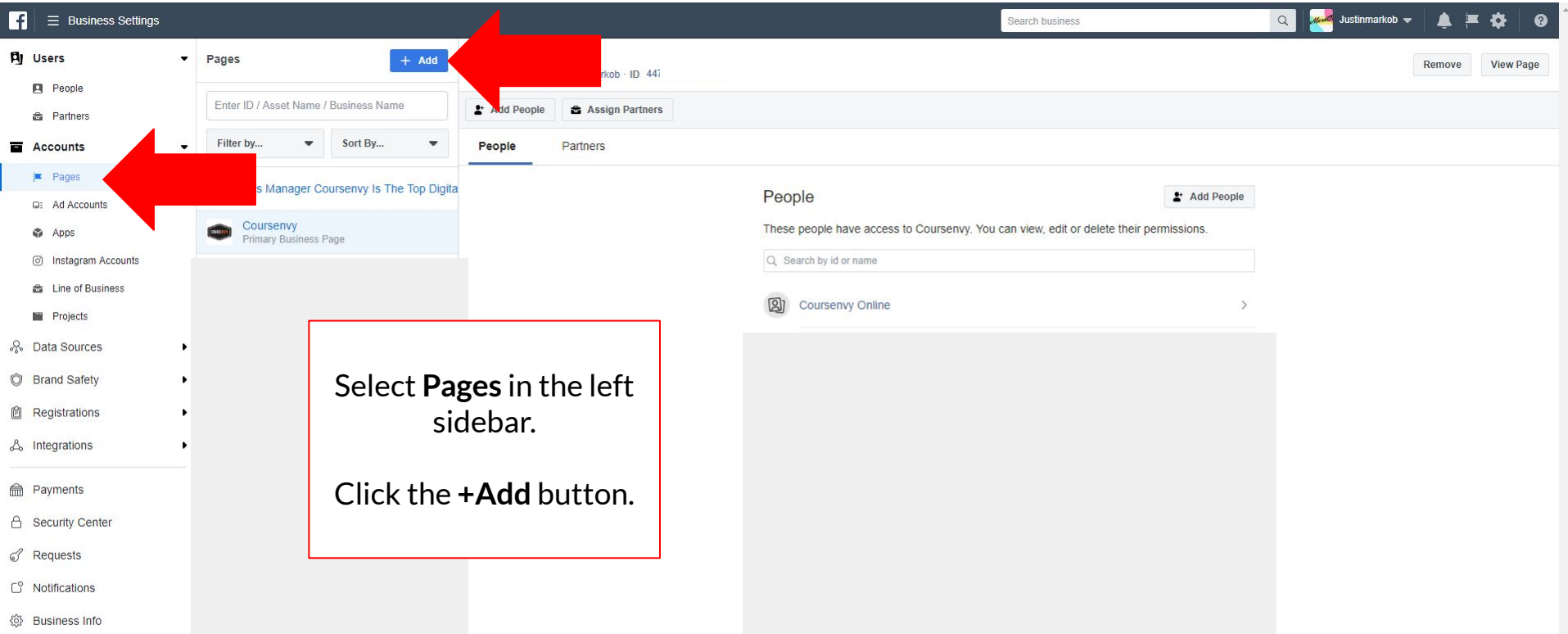
Here are the assets Coursenvy Online can access. View and manage their permissions. Add or remove assets.

Search by id or name

Pages

- Ads Manager Coursenvy Is The Top Digital Marketing Agency
- Coursenvy

Add a Page



The screenshot shows the Facebook Business Settings interface. On the left sidebar, the 'Pages' option is highlighted under the 'Accounts' section. A red arrow points to this option. In the main content area, the 'Pages' section is visible, and a red arrow points to the '+ Add' button in the top right corner of this section. A red box highlights the text instructions: 'Select **Pages** in the left sidebar.' and 'Click the **+Add** button.'

Business Settings

Search business

Justinmarkob

Users

People

Partners

Accounts

Pages

Ad Accounts

Apps

Instagram Accounts

Line of Business

Projects

Data Sources

Brand Safety

Registrations

Integrations

Payments

Security Center

Requests

Notifications

Business Info

Pages

+ Add

Enter ID / Asset Name / Business Name

Filter by...

Sort By...

Add People

Assign Partners

People

Partners

Remove

View Page

People

Add People

These people have access to Coursenvy. You can view, edit or delete their permissions.

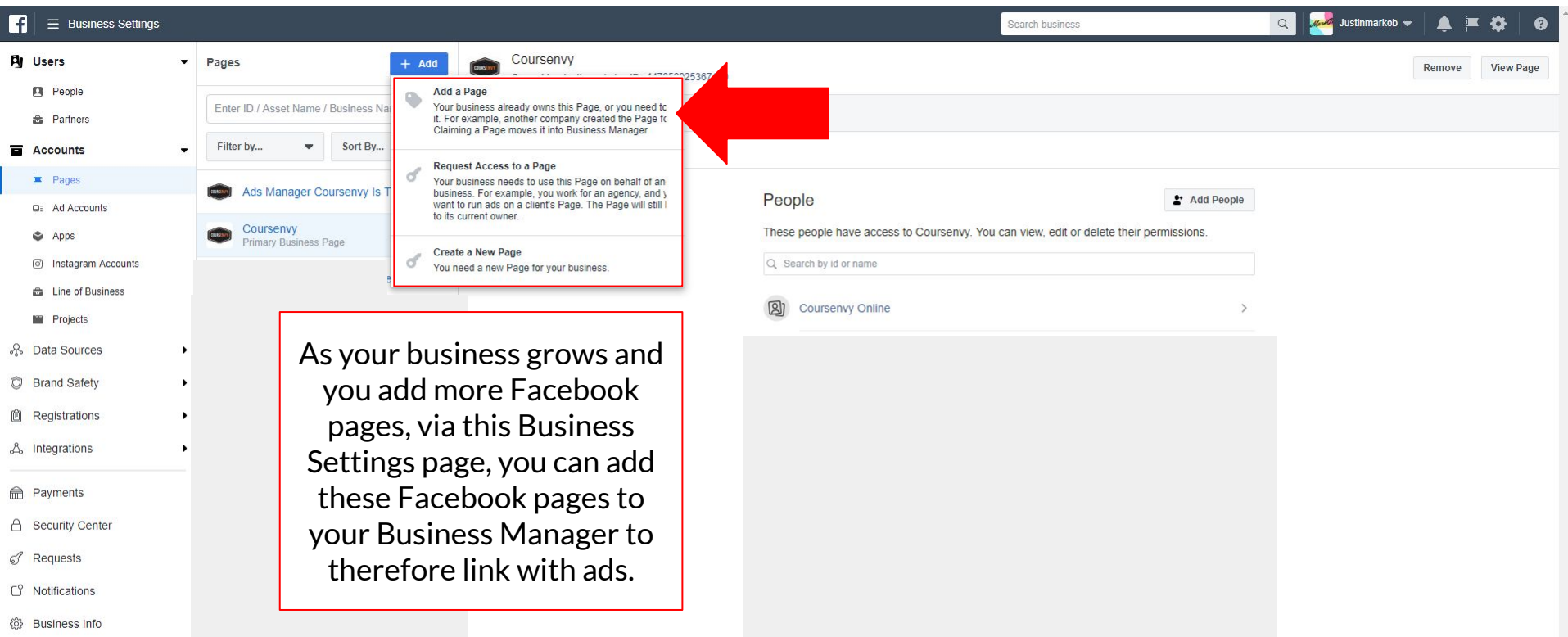
Search by id or name

Coursenvy Online

Select **Pages** in the left sidebar.

Click the **+Add** button.

Add a Page



The screenshot shows the Facebook Business Settings interface. On the left, a sidebar lists various settings categories: Users, Accounts, Payments, Security Center, Requests, Notifications, and Business Info. The 'Accounts' section is expanded, showing 'Pages' and 'Ad Accounts'. The 'Pages' section is further expanded, displaying a list of pages including 'Coursenvy' (Primary Business Page). A red box highlights the 'Add a Page' option in the 'Pages' section, with a red arrow pointing to it. The 'Add a Page' option includes the text: 'Your business already owns this Page, or you need to claim it. For example, another company created the Page for you. Claiming a Page moves it into Business Manager.' Below this, there are two other options: 'Request Access to a Page' and 'Create a New Page'.

Add a Page
Your business already owns this Page, or you need to claim it. For example, another company created the Page for you. Claiming a Page moves it into Business Manager.

Request Access to a Page
Your business needs to use this Page on behalf of an business. For example, you work for an agency, and you want to run ads on a client's Page. The Page will still belong to its current owner.

Create a New Page
You need a new Page for your business.

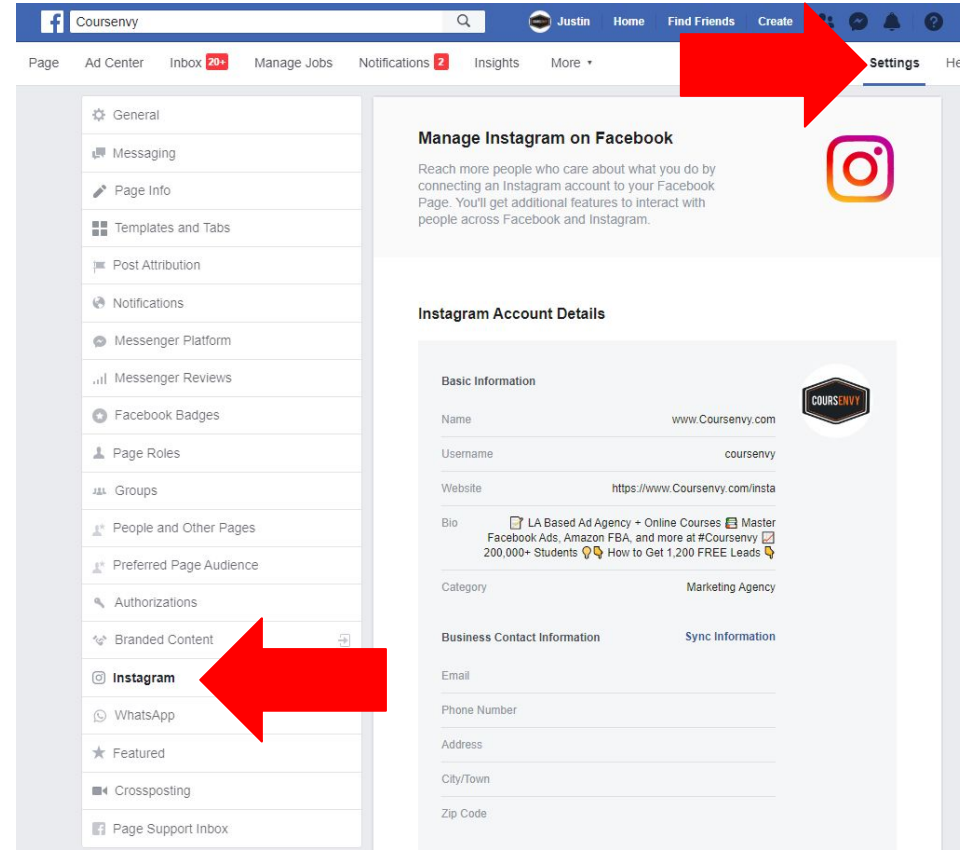
As your business grows and you add more Facebook pages, via this Business Settings page, you can add these Facebook pages to your Business Manager to therefore link with ads.

Add a Page - Step by Step

1. Navigate to your **Business Setting** page. Click the **Pages** option in the left sidebar under the **Accounts** section.
2. Click the blue **+Add** button. In the dropdown menu, select “**Add a Page**” (*assuming you have a Facebook Page created for your business already!*)
3. Enter the name of your **Facebook Business Page**, select it, and click the **Add Page** button.
4. A popup will immediately appear with the following statement: “*Since you’re already Page admin on this Page, your request was approved automatically.*” Click the **Close** button.
5. Have you linked your Instagram Account to your Facebook Page? If not... connect your Instagram Account to your Facebook Page: <https://www.facebook.com/business/help/898752960195806>

Connect an Instagram Account to a Facebook Page

1. Go to your Facebook Page.
2. Select **Settings** at the top of your Page.
3. Select **Instagram** in the left sidebar.
4. To add an existing Instagram account to your Page, Select **Log in**.
5. Enter your Instagram account's **Username** and **Password**, and select **Log in**.



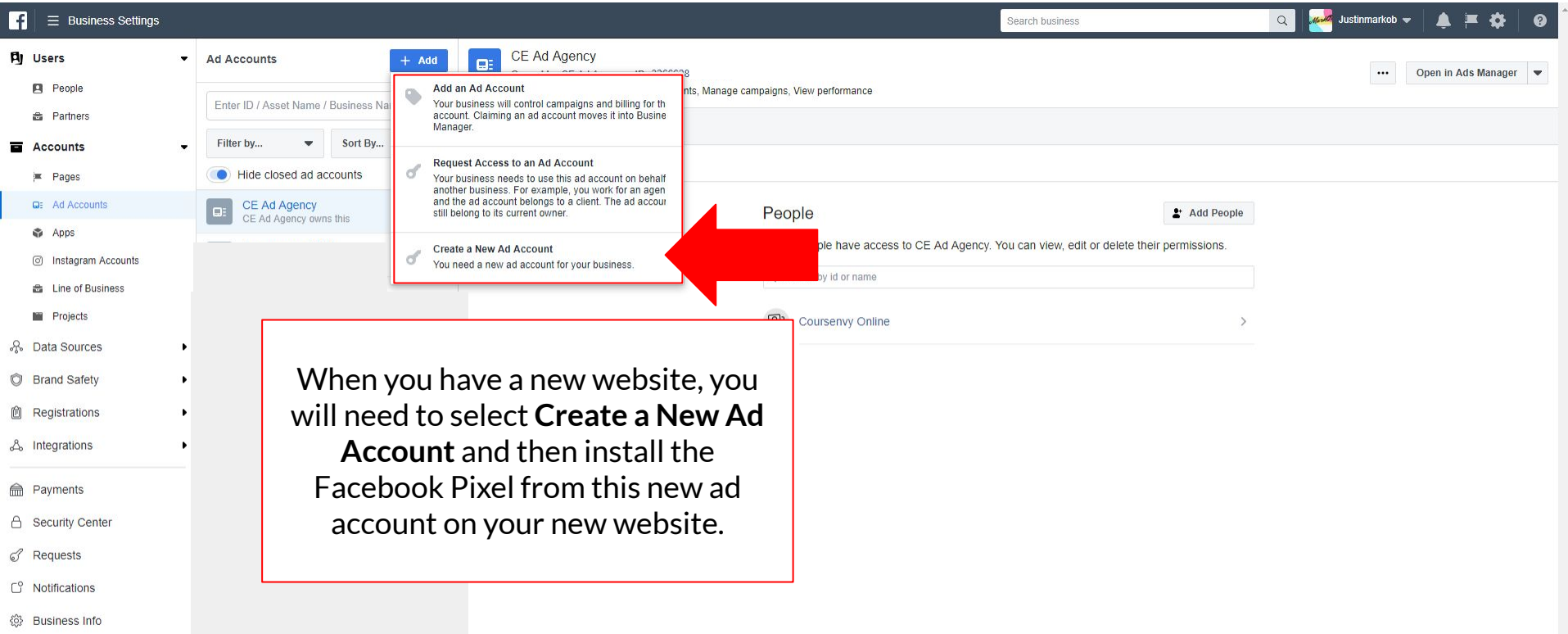
Add an Ad Account

The screenshot shows the Facebook Business Settings interface. On the left sidebar, the 'Ad Accounts' link is highlighted with a red box. In the main content area, the 'Ad Accounts' section is visible, featuring a '+ Add' button in the top right corner, which is also highlighted with a red box. A red arrow points from the text box to this button. The 'Ad Accounts' section includes a search bar, filter and sort options, and a list of ad accounts. The 'People' tab is selected, showing a list of users with access to the ad account.

Select **Ad Accounts** in the left sidebar.

Click the **+Add** button.

Add an Ad Account



The screenshot shows the Facebook Business Settings interface. On the left is a navigation menu with categories: Users, Accounts, Apps, Instagram Accounts, Line of Business, Projects, Data Sources, Brand Safety, Registrations, Integrations, Payments, Security Center, Requests, Notifications, and Business Info. The 'Accounts' section is expanded, showing 'Ad Accounts' and 'CE Ad Agency'. A modal window titled 'Add an Ad Account' is open, containing three options: 'Add an Ad Account', 'Request Access to an Ad Account', and 'Create a New Ad Account'. A large red arrow points from the 'Create a New Ad Account' option to a text box at the bottom of the screen.

Add an Ad Account
Your business will control campaigns and billing for this account. Claiming an ad account moves it into Business Manager.

Request Access to an Ad Account
Your business needs to use this ad account on behalf of another business. For example, you work for an agency and the ad account belongs to a client. The ad account still belongs to its current owner.

Create a New Ad Account
You need a new ad account for your business.

When you have a new website, you will need to select **Create a New Ad Account** and then install the Facebook Pixel from this new ad account on your new website.

Business Settings

Search business

Justinmarkob

Users

People

Partners

Accounts

Pages

Ad Accounts

Apps

Instagram Accounts

Line of Business

Projects

Data Sources

Brand Safety

Registrations

Integrations

Payments

Security Center

Requests

Notifications

Business Info

Setup Guide

Ad Accounts

+ Add

Enter ID / Asset Name / Business Name

Filter by... Sort By...

Hide closed ad accounts

CE Ad Agency

CE Ad Agency owns this

CE Ad Agency

Owned by CE Ad Agency · ID: 32

Permissions Given: Manage ad accounts, Manage campaigns, View performance

Add People Add Assets

People Connected Assets

People

Add People

These people have access to CE Ad Agency. You can view, edit or delete their permissions.

Name your Ad Account,
then set your Time
Zone and Currency.

Click Next.

Create a New Ad Account

Ad account nameCoursenvy Ads 2

Time zone(GMT-07:00) America/Los Ang...

CurrencyUSD — US Dollars

Payment methodNo payment methods available

By creating an ad account, you agree, on behalf of Justinmarkob as its authorized representative to Facebook's Terms including the payment terms for the selected payment method.

CancelNext

COURSENVY

Coursenvy®

www.Coursenvy.com

Business Settings

Search business

Justinmarkob

Users

Ad Accounts

CE Ad Agency

Owned by CE Ad Agency · ID 34

Permissions Given: Manage ad accounts, Manage campaigns, View performance

Filter by... Sort By...

Hide closed ad accounts

CE Ad Agency

Who Will This Ad Account Be Used For

Correctly selecting this is important - It will ensure the other business' name is displayed across Facebook when you create an ad on their behalf, including in the Why Am I Seeing This ad dialog. You may also gain access to the other business' Audience Manager features including their Custom Audience sizes and the audience overlap tool. [Learn More](#)

This ad account will be used for

☒ My business (Justinmarkob)

☐ Another business or client

Back Create

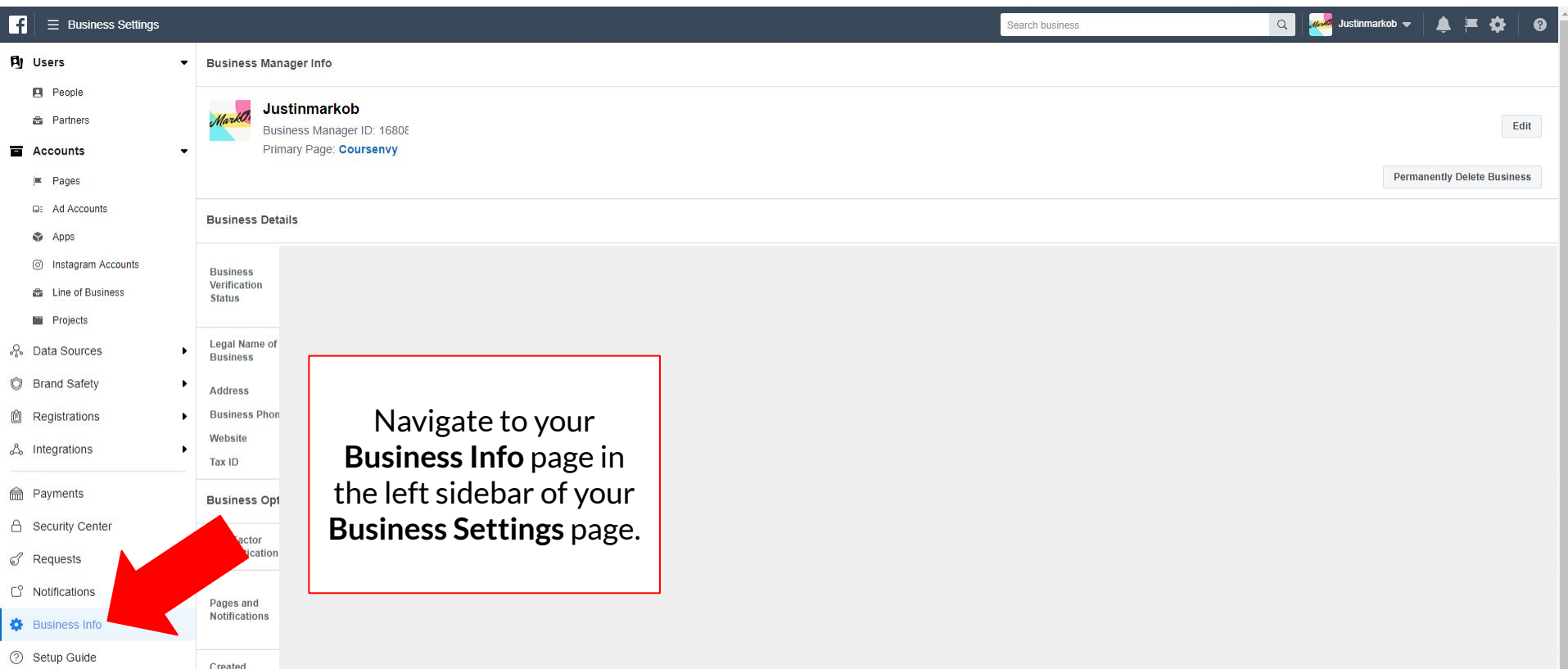
Select what this Ad account will be used for (your own business or another business/client).

Click Create.

Add an Ad Account - Step by Step

1. Navigate to your **Business Setting** page. Click the **Ad Accounts** option in the left sidebar under the **Accounts** section.
2. Click the blue **+Add** button. In the dropdown menu, select “**Create a New Ad Account**”
3. In the **Create a New Ad Account** popup, enter the name of your business for the **Ad Account Name** and if applicable, make the necessary changes to the Time Zone and Currency.
4. Select what “**This ad account will be used for**” (select **My business** since this is your business.) Click the **Create** button.
5. A prompt will appear to add users to the ad account. At this point, you can just click the **Skip** button as you are the only user in your Business Manager Account at this time.

Set your Facebook Page as the Primary Page



The screenshot shows the Facebook Business Settings interface. On the left sidebar, the 'Business Info' option is highlighted with a red arrow. A red-bordered text box in the center of the page contains the following text:

Navigate to your **Business Info** page in the left sidebar of your **Business Settings** page.

The main content area displays 'Business Manager Info' for 'Justinmarkob', showing the Business Manager ID (16806) and the Primary Page (Coursenvy). Below this is the 'Business Details' section, which includes fields for Business Verification Status, Legal Name of Business, Address, Business Phone, Website, and Tax ID. The 'Business Info' section is partially visible at the bottom of the screen.

Set your Facebook Page as the Primary Page

Business Manager Info

Justinmarkob
Business Manager ID: 1680€
Primary Page: [Coursenvy](#)

Business Details

Business Verification Status

Legal Name of Business

Address

Business Phone

Website

Tax ID

Business Options

Two-Factor Authentication

Pages and Notifications

Created

Business Info

You will need to set your business's Facebook Page as the primary page for the Business Manager.

[Edit](#)

[Permanently Delete Business](#)

Set your Facebook Page as the Primary Page

1. Go to your **Business Info** page: <https://business.facebook.com/settings/info>
2. Click the **Edit** button to the right of your Business Manager Name, Identification Number, and Thumbnail Image.
3. The **Primary Page** field will become a search box, type in your **Facebook Page** name and select your Facebook Page you added earlier.
4. Click the **Save** button that shows up. Your Business Manager Account will automatically take on the branding of your Facebook Page.

Install Your Facebook Pixel on Your Website

- This is a crucial step so you can have Facebook track the people who visit your website, then you can create audiences of these visitors which you can then RETARGET in the future with Facebook ads (i.e. a “WARM audience”)!
- Installing your Facebook Pixel requires access to your websites code, therefore you should contact your website developer to provide them with this info.
- Follow our courses **Facebook Pixel** lectures for step by step instructions on creating/installing your Facebook Pixel, or use the link below:

How to Create and Install a Facebook Pixel: <https://www.facebook.com/business/help/952192354843755>

Share Facebook Pixel

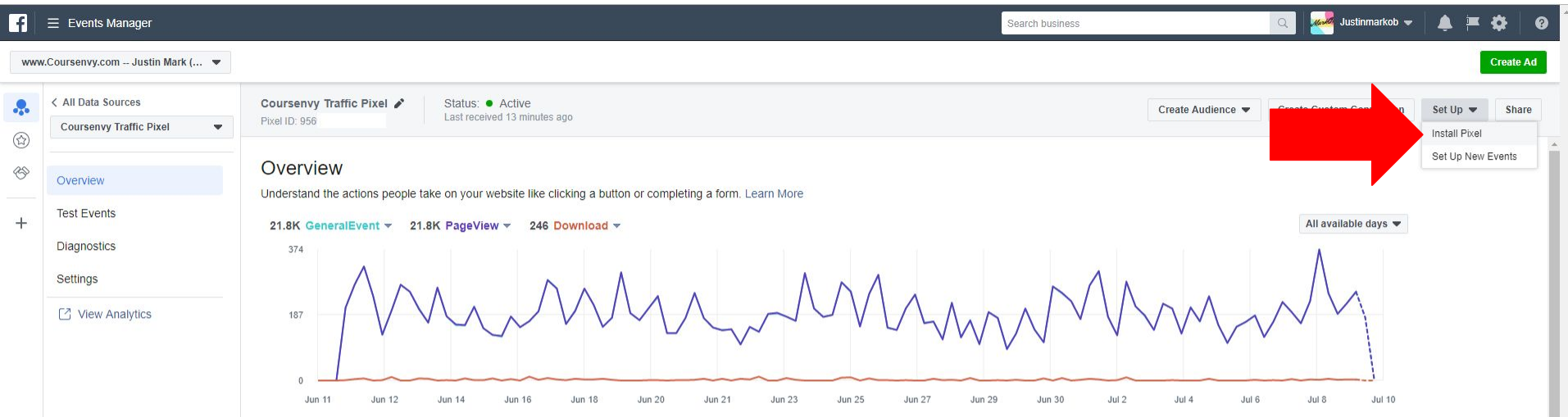
- Once you create your Facebook Pixel, you can share it with your web developer for installation.
- Just navigate your Events Manager page and click on your Pixel name.

https://business.facebook.com/events_manager

The screenshot shows the Facebook Events Manager interface. At the top, there's a navigation bar with the Facebook logo, 'Events Manager', a search bar, and user information 'Justinmarkob'. Below this, a breadcrumb trail shows 'www.Coursenvy.com -- Justin Mark (...)'. The main content area is titled 'Data Sources' and includes a search bar and a dropdown menu set to 'All Data Sources'. A sidebar on the left lists 'Data Sources' (selected), 'Custom Conversions', and 'Partner Integrations', with a '+ Add New Data Source' button. The main list displays 'Coursenvy Traffic Pixel' with its Pixel ID and a status 'Last received 8 minutes ago'. A red arrow points to the pixel name. Below the list are sections for 'EVENTS RECEIVED', 'TOP EVENTS', and 'ACTIVITY'.

Share Facebook Pixel

- Click the **Set Up** button in the top right corner.
- Select **Install Pixel** in the dropdown menu.



Events Manager

Search business

Justinmarkob

www.Coursenvy.com -- Justin M...

Create Ad

Connect Website Activity Using Pixel

Choose how you want to install the pixel code

Select the best method for adding the pixel code to your site based on how the website was built, what kind of access you have to the code, and your technical support. [Learn More](#)

Add code using a Partner Integration
Connect your site using one of our many partners including Squarespace, Wordpress, Shopify, and others. [Learn More](#)
Best for: Sites using a CMS, minimal technical support needed

Manually add pixel code to website
Follow guided installation instructions with detailed developer documentation. [Learn More](#)
Best for: Custom sites, some technical support needed

Email instructions to a developer
If you don't have direct access to your site's code, send instructions and documentation to your technical support. Be sure to include the pixel ID in your email.
Best for: No current access to website code base

Give Feedback

Cancel

Email the Pixel code to your developer for proper installation on your website.

Events from Sep 11, 2019 – Oct 9, 2019

Name			
PageView			
GeneralEvent			
Download			
ViewContent			
Search			
Form			
Lead			

Total Events 1 ↓

21.1K
21K
260
180
169
163
11

How to Get Access to a Another Person's Facebook Page & Ad Account

How to Gain Access to a Client's Assets

Step #1 is to have your client (or any person/brand you want access to Facebook assets for) complete everything up to this point!

Your client NEEDS a Facebook Business Manager account too!

How to Give a Partner Access to Assets in Your Business Manager:

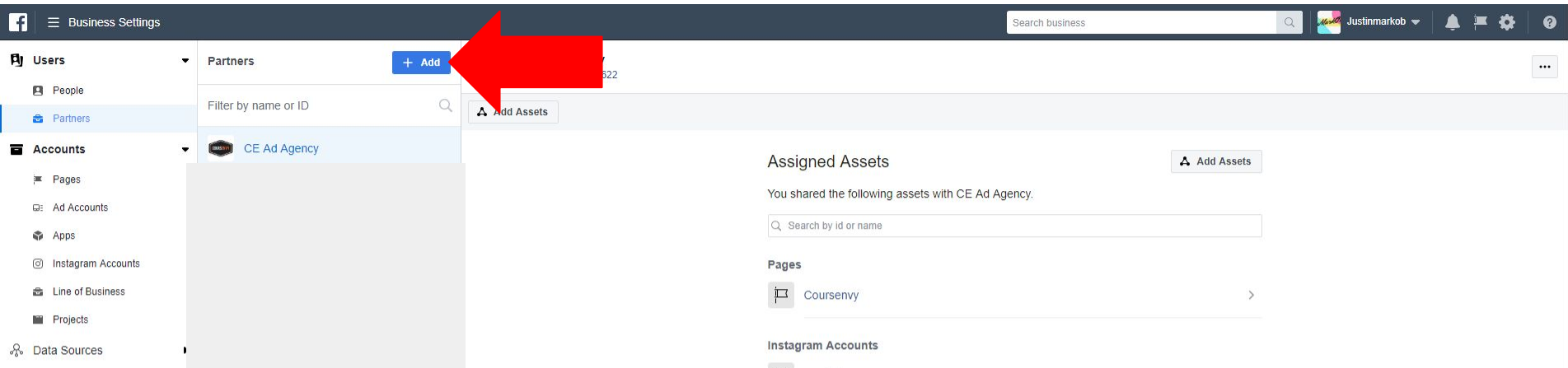
<https://www.facebook.com/business/help/1717412048538897>

How to Gain Access to a Client's Assets

- I suggest using free screen sharing software like Zoom or Skype to help your client with each of following steps to ensure correct onboarding!

How to Gain Access to a Client's Assets

- Once the Client's Business Manager Account has been created, have them navigate to their **Business Settings** page.
- In the left sidebar, click **Partners** (under the **Users** section). Click the **+Add** button.



How to Gain Access to a Client's Assets

The screenshot shows the Facebook Business Settings interface. On the left, a sidebar lists various settings categories: Users, Accounts, Data Sources, Brand Safety, Registrations, Integrations, Payments, Security Center, Requests, Notifications, and Business Info. The 'Users' section is expanded, showing a list of partners. One partner, 'Justinmarkob' with ID '16808624', is listed. A red box highlights the text 'Have your client paste in your Partner Business ID.' which is overlaid on the 'Add Assets' button for this partner. The main content area shows the 'Assigned Assets' section for the selected partner. A modal dialog box titled 'Add A New Partner Setup' is open, displaying a text input field for the 'Partner Business ID' and 'Cancel' and 'Next' buttons.

Business Settings

Search business

CE Ad Agency

Users

Partners

+ Add

Justinmarkob
ID: 16808624

Filter by name or ID

Add Assets

Accounts

Justinmarkob

Assigned Assets

Add Assets

Have your client paste in your Partner Business ID.

Add A New Partner Setup

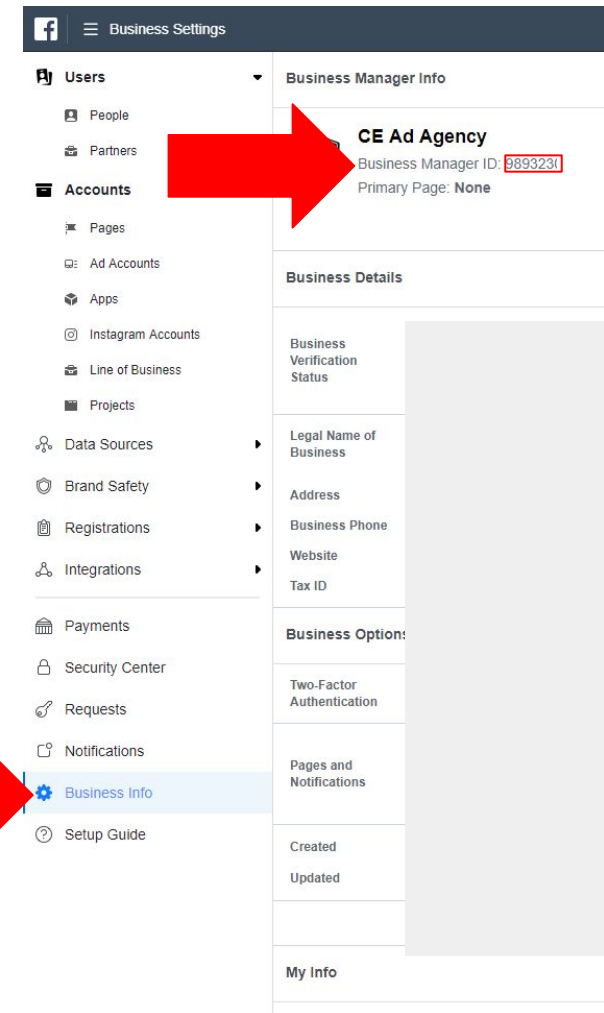
Add a new partner to allow them to access assets your business owns. While they will have access to use them, your business will still be in control of the asset.

Partner Business ID

Cancel Next

Partner Business ID

- You can find your **Partner Business ID** on your **Business Settings** → **Business Info** page.
- Your **Partner Business ID** = your **Business Manager ID**



The screenshot displays the Facebook Business Settings interface. On the left, a sidebar menu lists various settings categories. A red arrow points to the 'Business Info' option at the bottom of this menu. On the right, the 'Business Manager Info' section is visible, showing the 'CE Ad Agency' with a 'Business Manager ID' of 9893231, which is highlighted with a red box. Another red arrow points from the 'Partners' link in the sidebar to this ID. Below the Business Manager Info section, other sections like 'Business Details' and 'Business Options' are partially visible.

Business Settings

Users

- People
- Partners

Accounts

- Pages
- Ad Accounts
- Apps
- Instagram Accounts
- Line of Business
- Projects

Data Sources

- Brand Safety
- Registrations
- Integrations

Payments

- Security Center
- Requests
- Notifications
- Business Info**
- Setup Guide

Business Manager Info

CE Ad Agency

Business Manager ID: **9893231**

Primary Page: None

Business Details

Business Verification Status

Legal Name of Business

Address

Business Phone

Website

Tax ID

Business Options

Two-Factor Authentication

Pages and Notifications

Created

Updated

My Info

How to Gain Access to a Client's Assets

The screenshot shows the Facebook Business Settings interface. On the left, a sidebar lists various settings categories: Users, Accounts, Data Sources, Brand Safety, Registrations, Integrations, Payments, Security Center, Requests, Notifications, and Business Info. The 'Users' section is expanded, showing a list of users with a search filter 'Filter by name or ID'. A user named 'Justinmarkob' with ID '16808624' is listed. To the right of the user list, there is a section titled 'Assigned Assets' with an 'Add Assets' button. Overlaid on the screen is a white dialog box titled 'Add A New Partner Setup'. The dialog box contains a brief explanation: 'Add a new partner to allow them to access assets your business owns. While they will have access to use them, your business will still be in control of the asset.' Below this text is a text input field labeled 'Partner Business ID'. At the bottom right of the dialog box are two buttons: 'Cancel' and 'Next'. A red-bordered box highlights the text 'Once your client pastes in your Partner Business ID. Click Next.'

Business Settings

Search business

CE Ad Agency

Users

Partners

+ Add

Justinmarkob
ID: 16808624

Filter by name or ID

Add Assets

Accounts

Justinmarkob

Assigned Assets

Add Assets

Once your client pastes
in your Partner
Business ID.

Click Next.

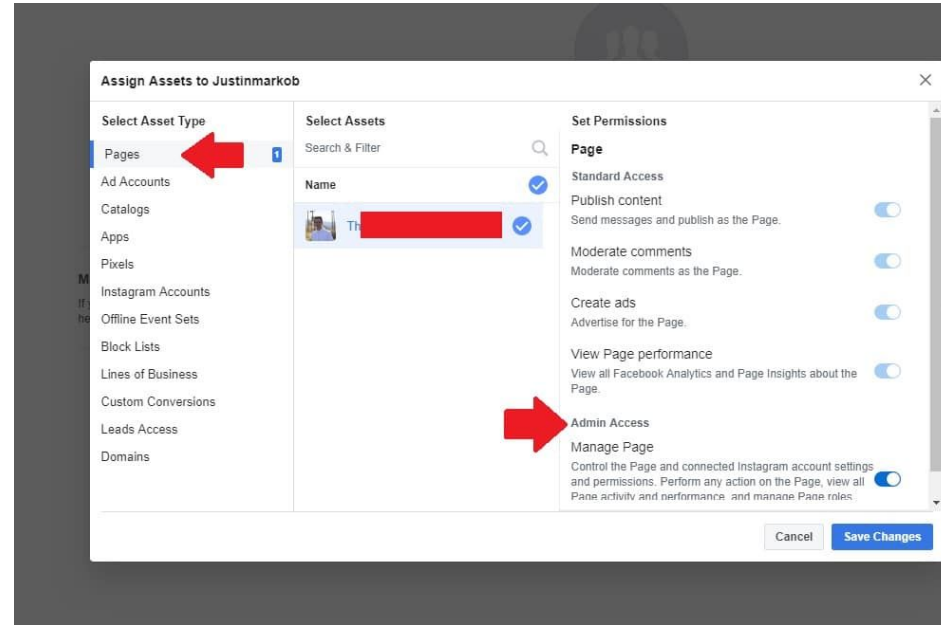
Add A New Partner
Setup

Add a new partner to allow them to access assets your business owns. While they will have access to use them, your business will still be in control of the asset.

Partner Business ID

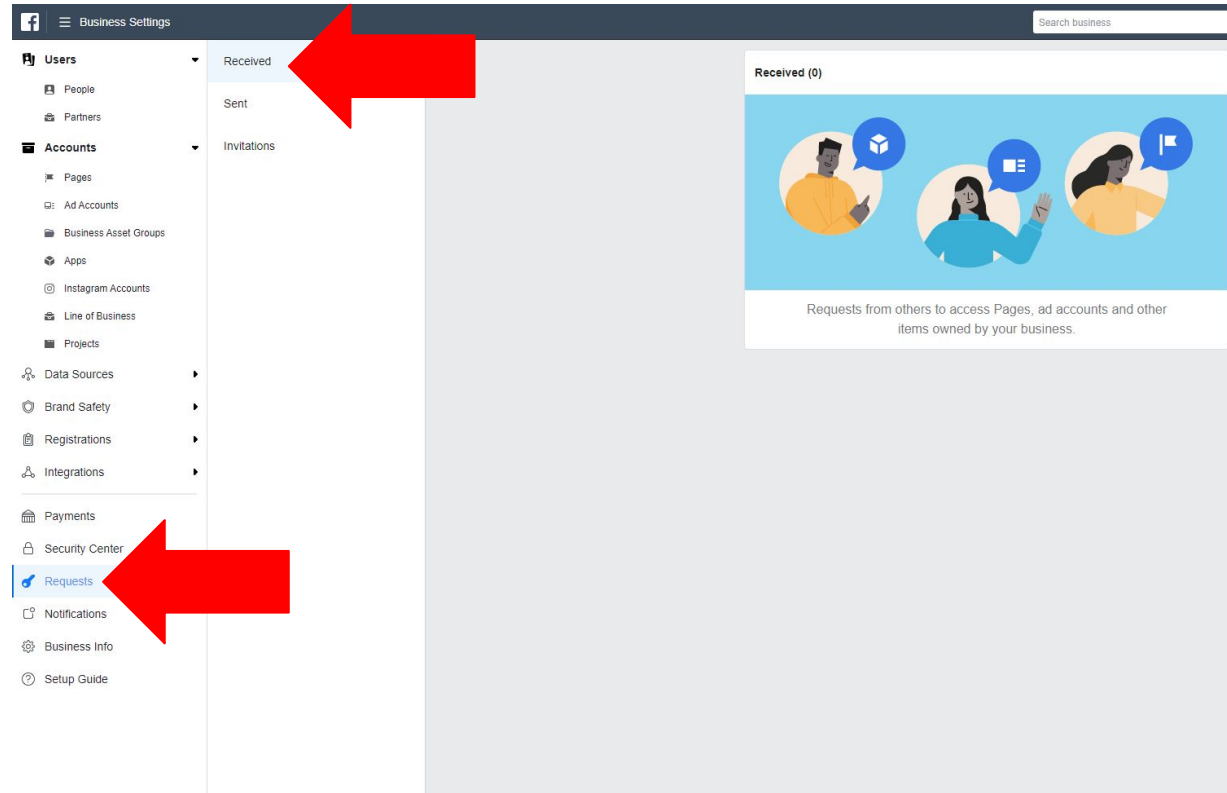
Cancel Next

- On the next popup screen, in the left sidebar, click **Pages**.
- Then **Select** the Facebook Page you are giving our ad agency access to.
- Make sure to toggle the option that says **Admin Access**.
- Repeat this process for your **Ad Account, Pixel, and Instagram Account** (all via the left sidebar in this same popup window).
- Select and toggle **Admin Access** for ALL these Facebook Assets we need access to in order to manage your business.
- Once done, click the blue **Save Changes** button in the bottom right.



How to Gain Access to a Client's Assets

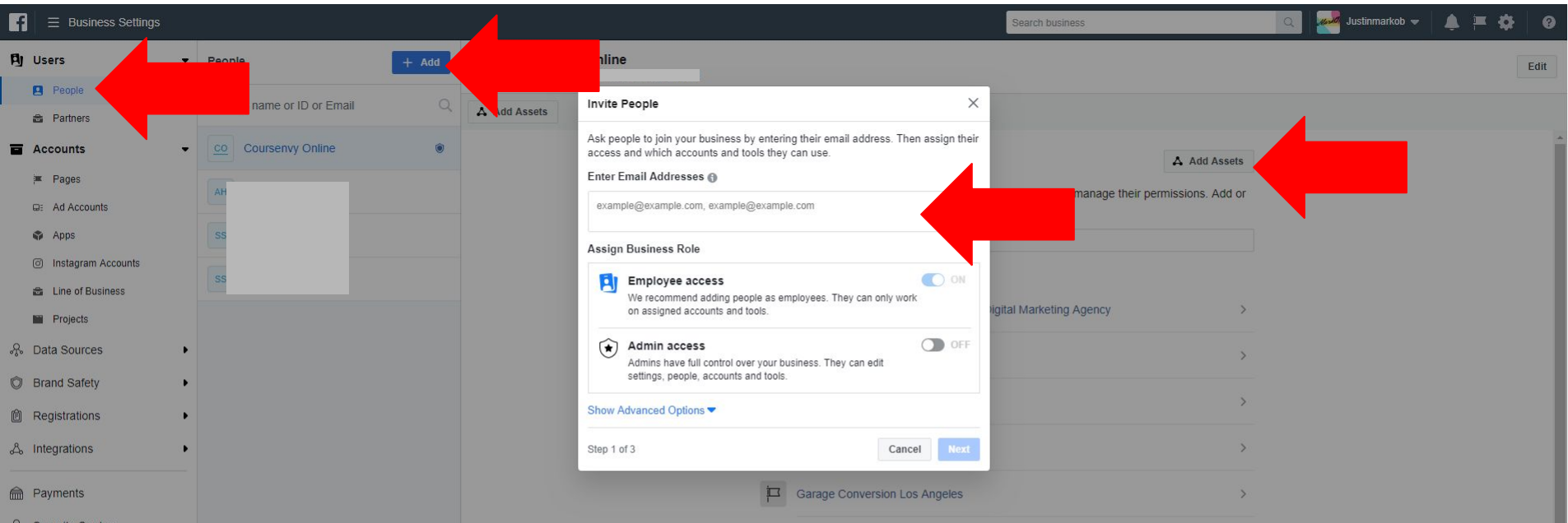
Once the client has this completed, you will get the notification that you have access to all their Facebook Assets on the **Requests** page.



How to Gain Access to a Client's Assets

Then you need to add or assign people on your team to the varying assets:

<https://www.facebook.com/business/help/325571851329683>



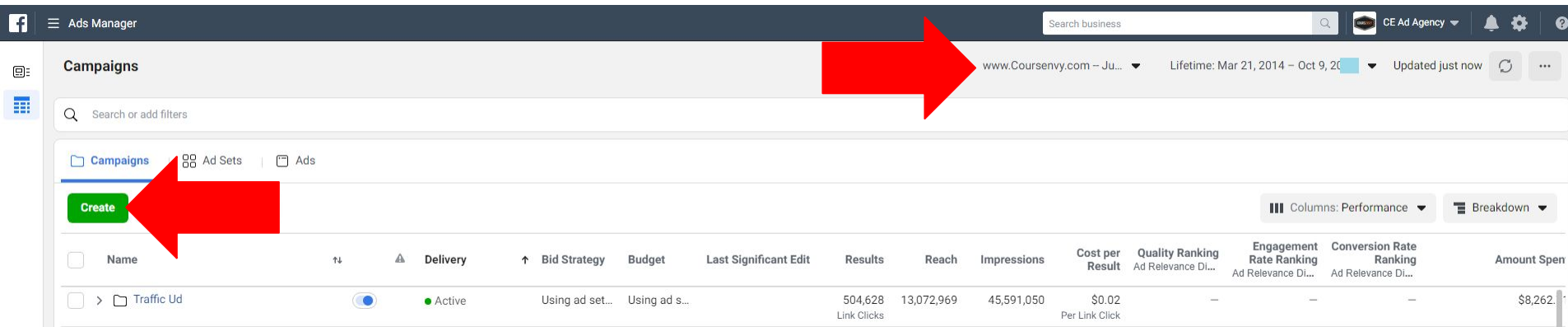
Update Your Billing Info

For all the Facebook Ads campaigns you run for your client, they will get billed directly from Facebook. To ensure the ad account has the correct billing information, please have them follow the steps below:

1. Login to your Facebook Business Manager.
2. Go to the **Payment Settings** page:
https://www.facebook.com/ads/manager/account_settings/account_billing
3. In the Payment Method section, click **Add Payment Method**.
4. Choose the payment method you want to add, fill in your information and then click Continue. Follow any additional instructions to add your payment method.
5. The payment method will be saved to your account.

Facebook Ads Manager

- Navigate to your Facebook Ads Manager page: <https://business.facebook.com/adsmanager>
- Select your Ad Account.
- Click the green Create button to create a Facebook ad.



The screenshot shows the Facebook Ads Manager interface. A red arrow points to the 'Create' button in the 'Campaigns' section. Another red arrow points to the account dropdown menu in the top right corner, which displays 'www.Coursenvy.com - Ju...' and 'Lifetime: Mar 21, 2014 - Oct 9, 20...'. The interface includes a search bar, a table of campaigns, and various filters and columns.

	Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Amount Spent
	Traffic Ud	Active	Using ad set...	Using ad s...		504,628 Link Clicks	13,072,969	45,591,050	\$0.02 Per Link Click	—	—	—	\$8,262

